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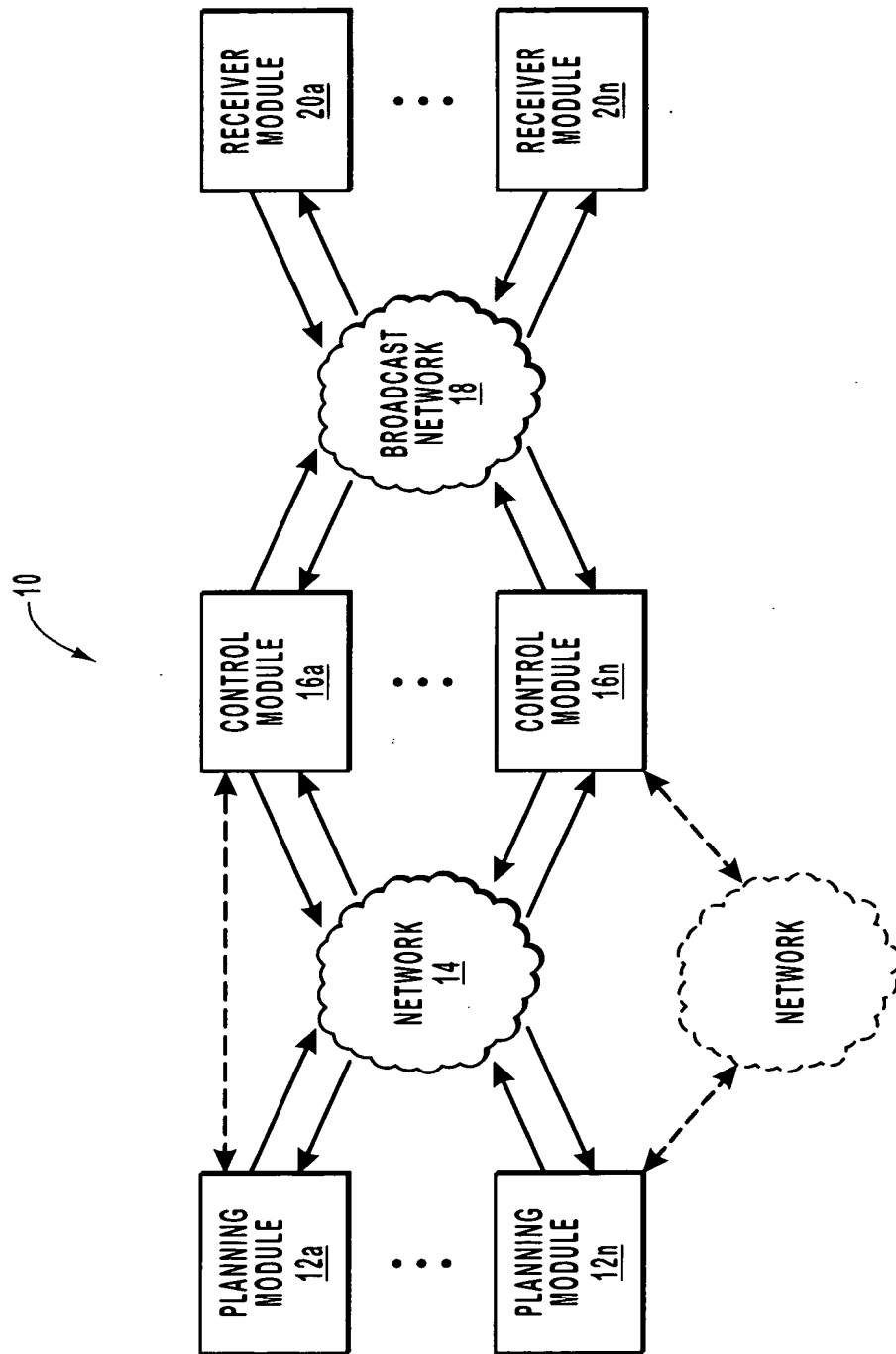


FIG. 1

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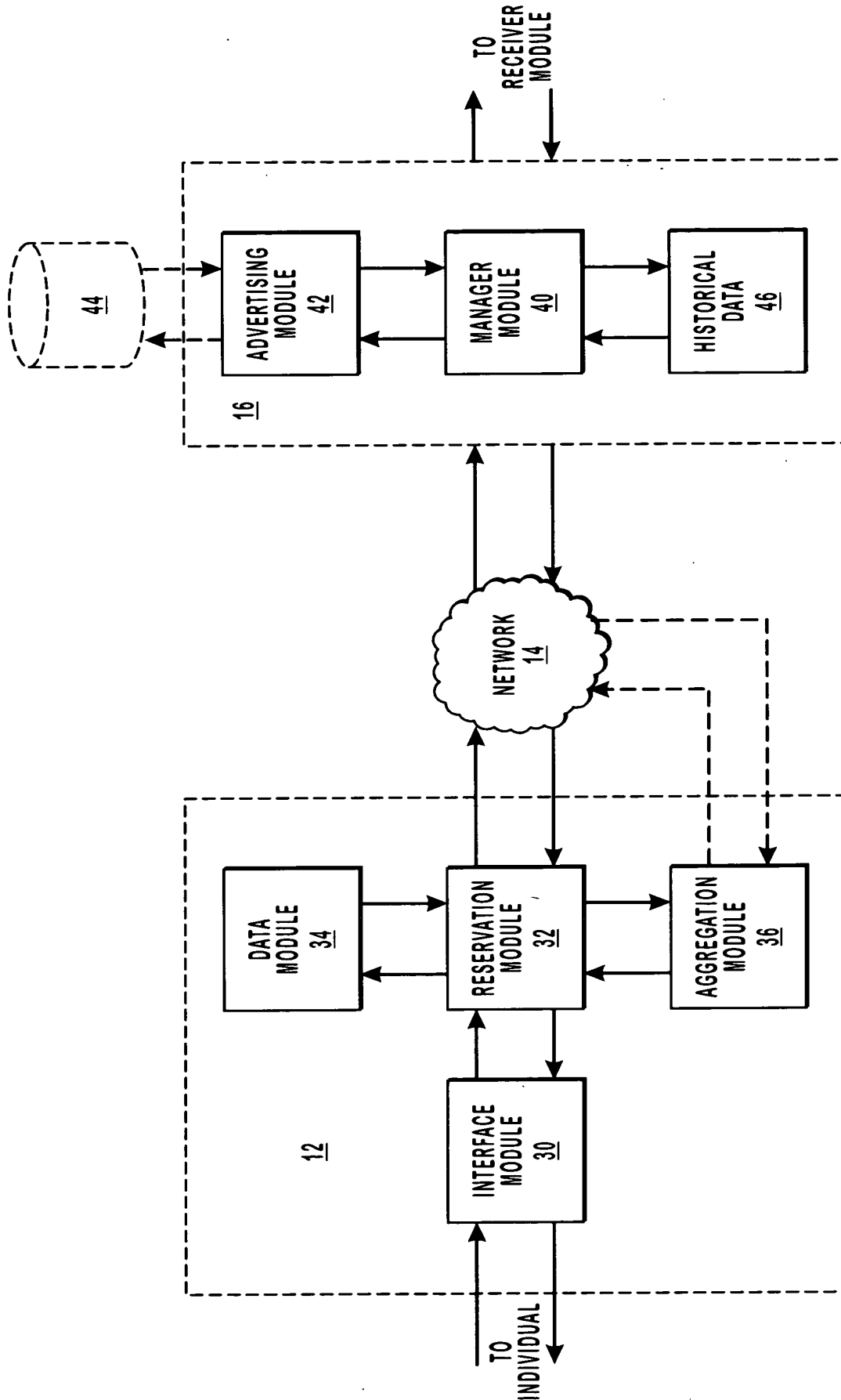


FIG. 2

Pat. App. No. 14/531,151

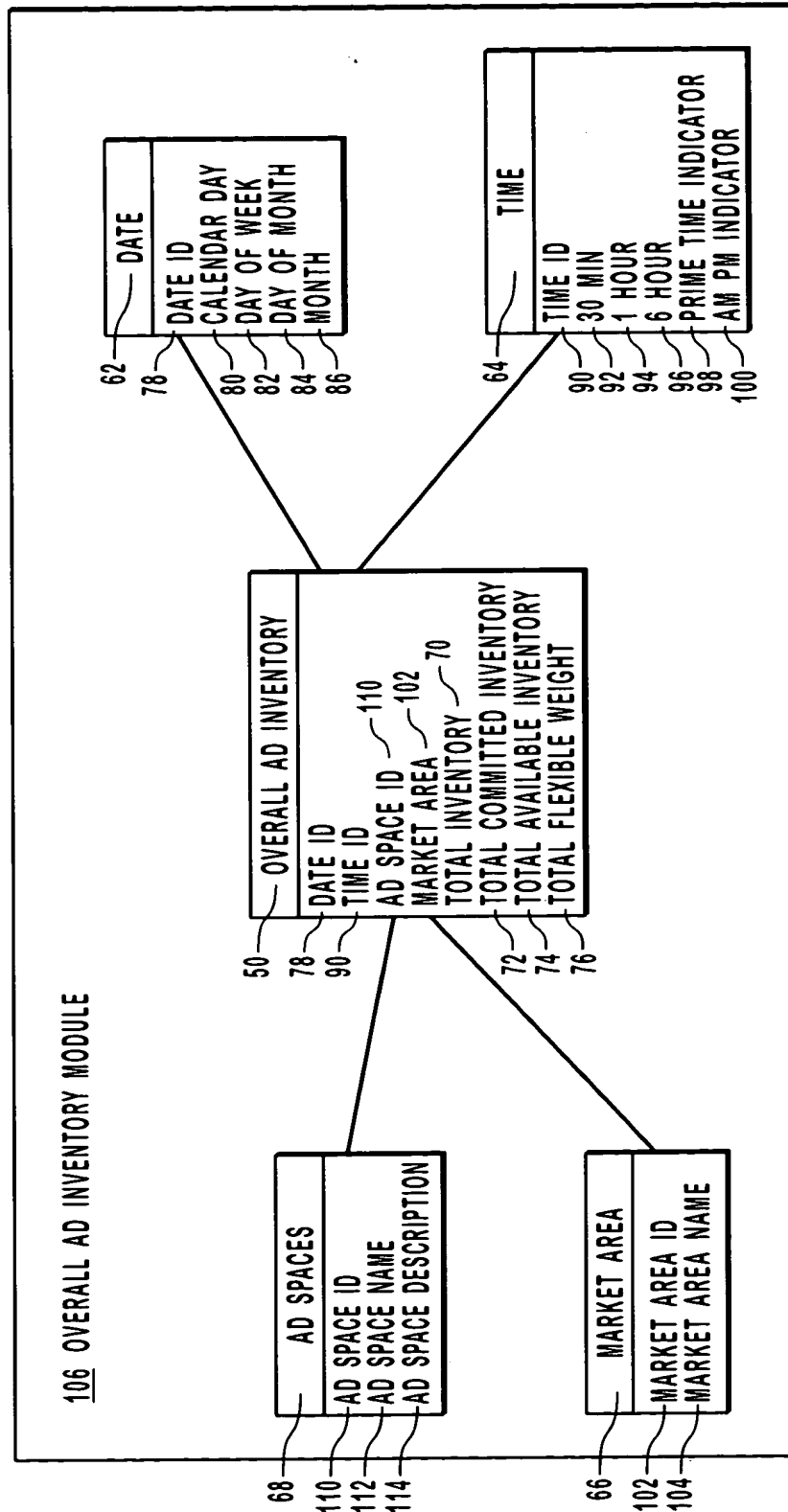


FIG. 3

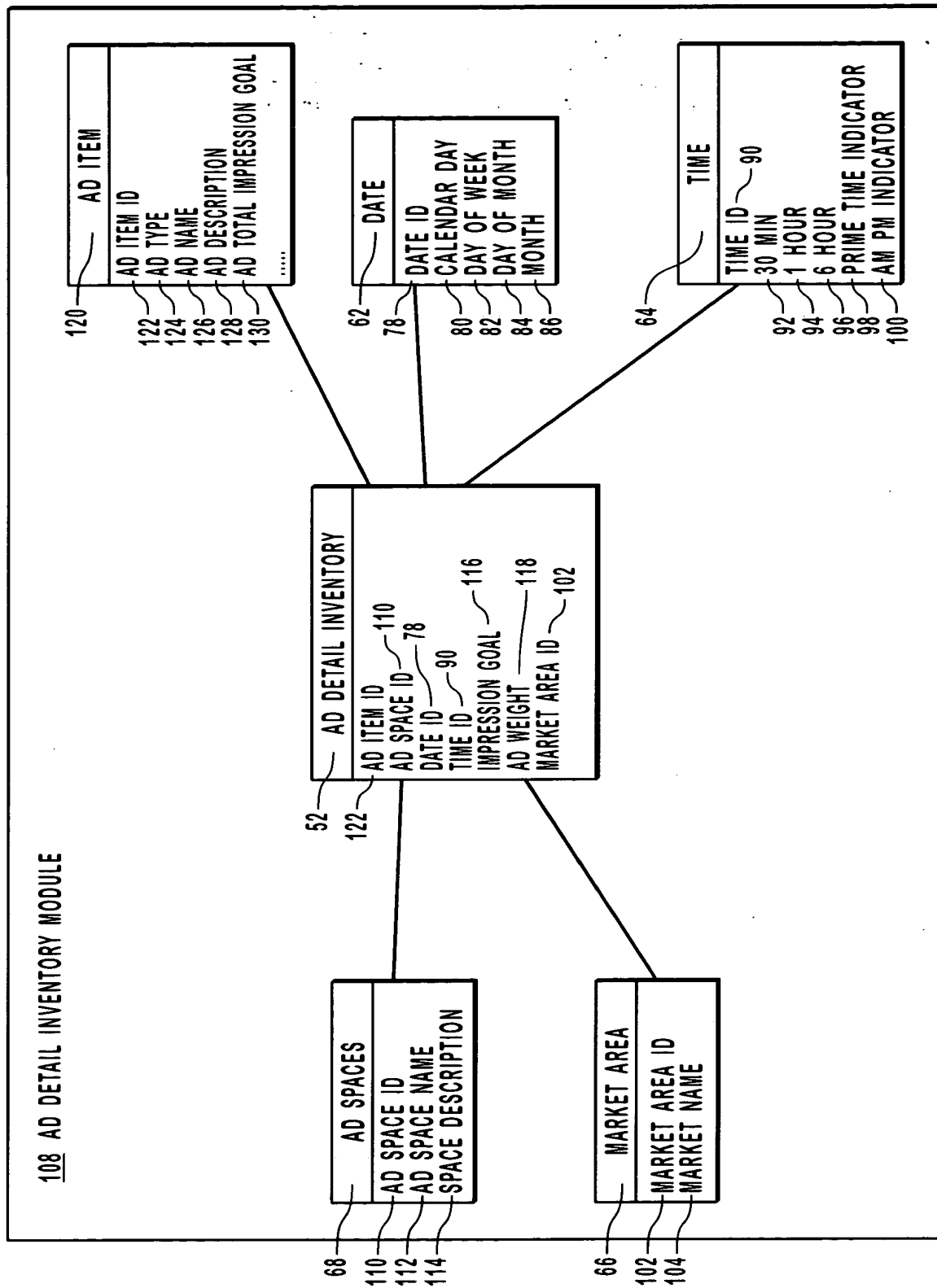


FIG. 4

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FIG. 5

Ad Planning

File Edit View Favorites Tools Help

Back Forward Stop Search History Address <http://localhost/adtool/default.asp> Go

**AD PLANNING PROTOTYPE:**

View Inventory 174 Check Availability 172 Book Ad 178

Start Date: 04/02/2001 180 End Date: 04/03/2001 182

From: 18:00 184 To: 20:00 185

Available Market Area:

BILLINGS  
BILOXI-GULFPORT  
BINGHAMTON  
BIRMINGHAM (ANN AND TUSC)  
BLUEFIELD-BECKLEY-OAK HILL

Ad Space: All 192

Go 194

Selected Market Area:

Boston 190

View Inventory 196

Market Area: Ad Space  
BOSTON All Page Group

Time 1 Hour Time

Date	Total Inventory	Total Committed Inventory	Total Available Inventory	Total Flexible Weight	Total Inventory	Total Committed Inventory
04/02/2001	35	31	4	11	39	0
04/03/2001	25	0	25	100	33	2
Grand Total	60	31	29	48	72	2

Done Internet

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FIG. 6

AD PLANNING PROTOTYPE:

Back Home Search Favorites History Address <http://localhost/adtool/default.asp> Go

View Inventory Check Availability Book Ad

Start Date: 04/02/2001 End Date: 04/03/2001

From: 18:00 To: 20:00

Available Market Area:

BILLINGS  
BILOXI-GULFPORT  
BINGHAMTON  
BIRMINGHAM (ANN AND TUSC)  
BLUEFIELD-BECKLEY-OAK HILL

Selected Market Area:

Boston

Ad Space: All Ad Type: Committed

Impression Goal: 100 Computed Ad Weight: 0.757575

Go

View Inventory

Market Area: Ad Space: All Page Group: All

BOSTON

Time 1 Hour Time

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory	Total A
04/02/2001	35	4	23	39	39	26	43
04/03/2001	25	25	17	33	31	22	56
Grand Total	60	29	40	72	70	40	99

Grand Total

Done 222 227a 224 227b 226 227c 228a 228b Internet 228b

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FIG. 7

**AD PLANNING PROTOTYPE:**

View Inventory 174 | Check Availability 172 | Book Ad 178

Start Date: 04/02/2001 180 | End Date: 04/03/2001 176

From: 18:00 184 | To: 20:00 185

Available Market Area: 170b

BILLINGS  
 BILOXI-GULFPORT  
 BINGHAMTON  
 BIRMINGHAM (ANN AND  
 BLUEFIELD-BECKLEY-0A

Ad Space: All 192 | Ad Type: Committed 200

Impression Goal: 100 202 | Total Inventory: 132 204

Computed Ad Weight: 0.757575 206

View Inventory 196

Market Area: Ad Space 210  
 BOSTON All Page Group 214

Time 1 Hour Time 218

Date	Total Inventory	Total Available Inventory	Requested Inventory	Total Inventory	Total Available Inventory	Requested Inventory	Total A
04/02/2001	35	4	23	39	39	26	43
04/03/2001	25	25	17	33	31	22	56
Grand Total	60	29	40	72	70	40	99

Grand Total 190

Done 222 | 227a 224 | 227b 226 | 227c 228a | Internet 228b

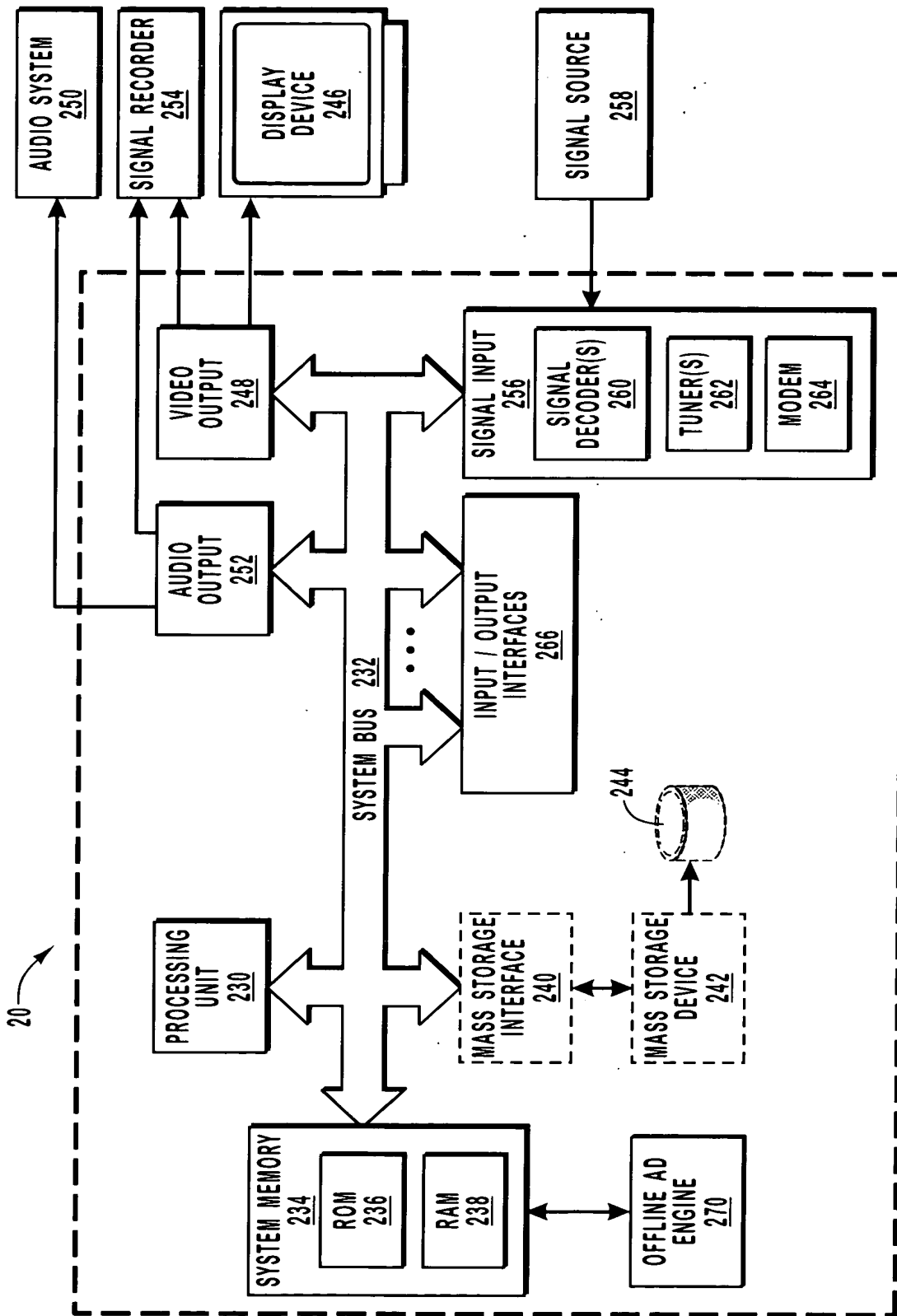


FIG. 8



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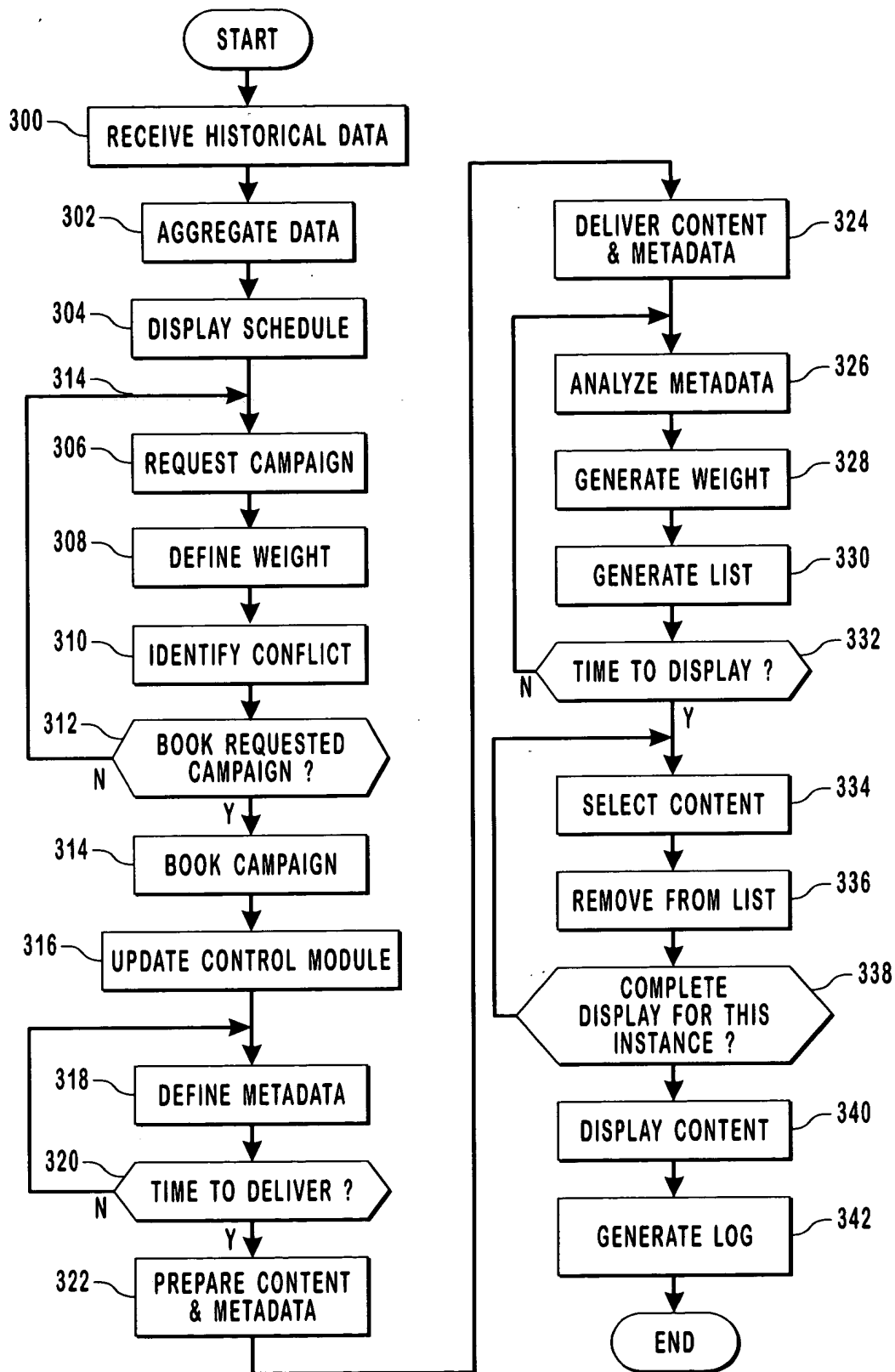


FIG. 9